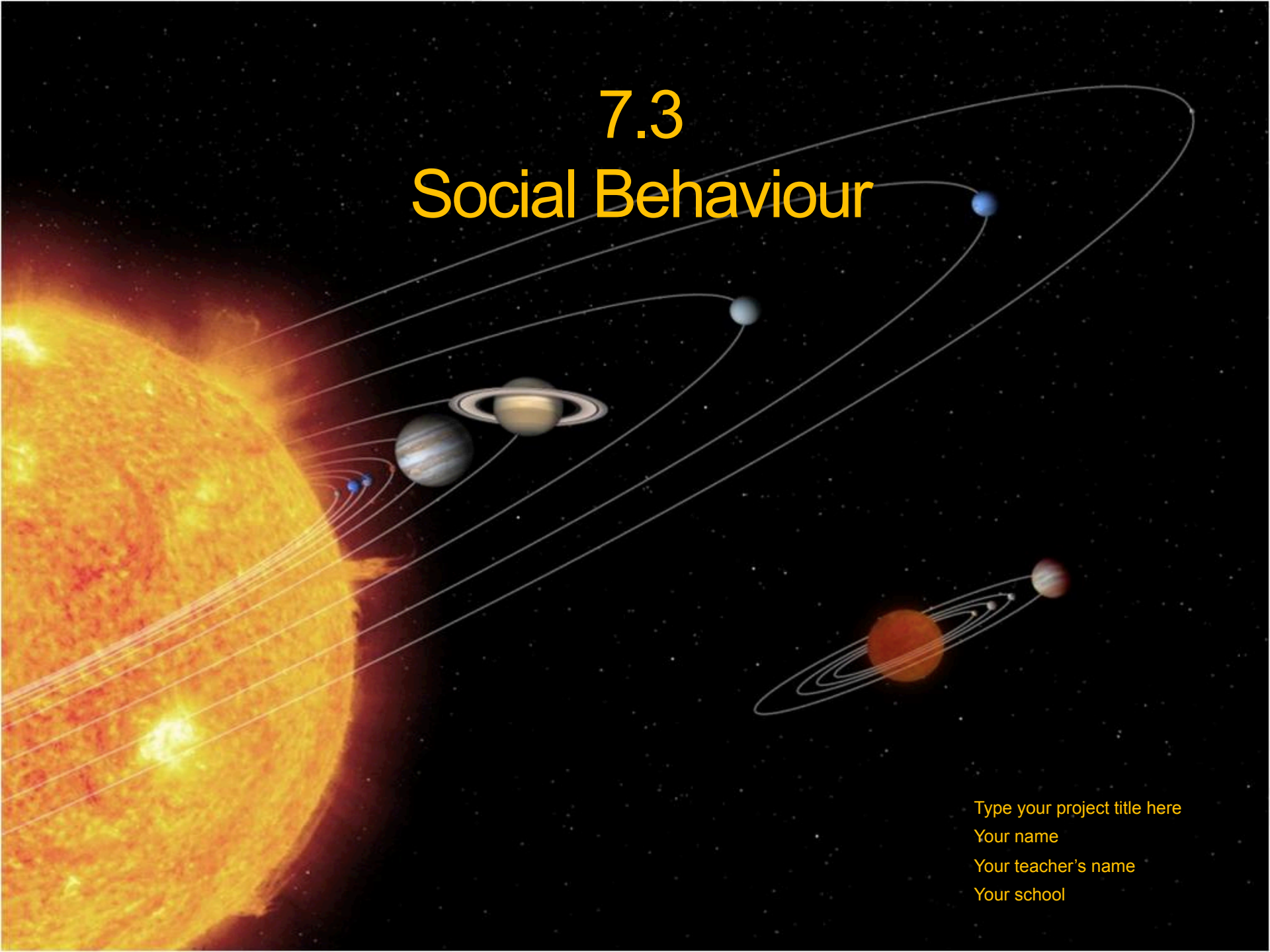


# 7.3

## Social Behaviour



Type your project title here

Your name

Your teacher's name

Your school

# How Groups Shape Behavior



- ❖ Sociologists have defined several ways in which groups influence the behavior of their members

## **Roles**

- ❖ Roles are behaviors that individuals within the group are expected to perform
- ❖ Assigned to each member of a group

# How Groups Shape Behavior



- ❖ What roles do we have in society?

- ❖ School

- ❖ Home

- ❖ Club

## **Norms**

- ❖ The rules within a group that indicated how members should behave

# How Groups Shape Behavior



- ❖ These norms may be formal and written down, or informal and understood by everyone

## **Sanctions**

- ❖ Are used to discourage or encourage certain kinds of behavior

# How Groups Shape Behavior



- ❖ Two types of sanctions:  
positive and negative

- ❖ Positive? Allowance,  
paycheck, good marks,

- ❖ Negative? Rejection, test  
failures, incarceration

# Asch Experiment

- Factors Affecting conformity

1. Size of Group

Conformity increases as the size of the group increases

Conformity does not seem to increase in groups larger than 5

# Asch Experiment

- Factors Affecting conformity

## **2. Lack of Group Agreement**

Individuals conform because they are concerned about what other people think of them

# Asch Experiment

- Factors Affecting conformity

## 3. Difficulty of Task

When the task is more difficult and we are uncertain we tend to conform to the group

When the question was similar in comparison, conformity increased

# Asch Experiment

- Factors Affecting conformity

## 4. Answer in Private

Conformity decreases when one does not know the others responses

Less group pressure

# Asch Experiment

- Factors Affecting conformity

## 5. Status of Majority Group

Someone of high status is in the group or has a lot of knowledge conformity is higher

# Milgram Experiment

- What factors affected obedience?

## **1. Status of Location**

- The orders were given at an important location (Yale), when conducted in a run down office in the city, obedience levels dropped
- Prestige increases obedience

# Milgram Experiment

- What factors affected obedience?

## 2. Personal Responsibility

- When there is less responsibility obedience increases
- When participants had assistance, 95% instructed the assistant to administer the 450 volt shock

# Milgram Experiment

- What factors affected obedience?

## 3. Legitimacy of Authority Figure

- People tend to obey orders from other people if they recognize their authority as morally right or legally based
- This response is learned in school, family and the workplace

# Milgram Experiment

- What factors affected obedience?

## 4. Status of Authority Figure

- Milgrams experimenter wore a lab coat which gave him a high status
- When experimenter dressed in everyday clothes obedience was low

# Milgram Experiment

- What factors affected obedience?

## 4. Status of Authority Figure

- The uniform of the authority figure can give them status

# Milgram Experiment

- What factors affected obedience?

## 5. Proximity

When the authority figure was distant obedience fell to 20.5%

When the authority figure is close by, obedience is more likely